



Cornell University

# The View from Here: How do Community Leaders See Childhood Obesity?

## INTERVIEW GUIDE

**DATE:** \_\_\_\_\_

**NUMBER:** \_\_\_\_\_

[Assumes informed consent for interview already provided]

THANK YOU FOR BEING WILLING TO TALK WITH ME TODAY ABOUT HEALTH ISSUES HERE IN [COMMUNITY].

WHAT ARE SOME OF THE HEALTH PROBLEMS OF CHILDREN THAT CONCERN PEOPLE IN THIS AREA?

PROBE: (IF NOT MENTIONED)

WHAT ABOUT BODY WEIGHT?

WHAT, IF ANYTHING HAVE YOU HEARD ABOUT THE RELATIONSHIP BETWEEN BODY WEIGHT AND HEALTH AMONG CHILDREN?

HOW WOULD YOU DESCRIBE THE BODY WEIGHT OF CHILDREN IN THIS COMMUNITY?

PROBE: TOO MUCH WEIGHT GAIN AMONG CHILDREN?

HOW WIDE SPREAD?

WHO IS AFFECTED?

IN THINKING ABOUT THE PROBLEM OF TOO MUCH WEIGHT GAIN IN CHILDREN: WHAT ARE SOME OF THE WAYS THAT THE COMMUNITY MIGHT:

A. CONTRIBUTE TO THE PROBLEM?

B. PROVIDE A SOLUTION TO THE PROBLEM?

PROBE:



THE WAY THE COMMUNITY IS LAID OUT?

OPPORTUNITIES, COSTS FOR PHYSICAL ACTIVITY

OPPORTUNITIES, COSTS FOR HEALTHY EATING

SOURCES, TYPES, COST OF FOOD

SOCIAL EXPECTATIONS FOR EATING AND EXERCISE

SOCIAL EVENTS: AFTER SCHOOL PROGRAMS, RECREATION, SPORTS

POLICIES, INSTITUTIONS (SCHOOLS, RECREATION)

OPPORTUNITIES FOR HEALTHY EATING AND ACTIVE LIVING

SOME PEOPLE THINK THAT BODY WEIGHT OF CHILDREN IS MOSTLY A FAMILY CONCERN. WHAT DO YOU THINK ABOUT THAT?

SOME PEOPLE THINK THAT BODY WEIGHT OF CHILDREN IS A COMMUNITY CONCERN IN ADDITION TO BEING A FAMILY CONCERN. WHAT DO YOU THINK ABOUT THAT?

IF A GROUP WANTED TO TAKE ACTION HERE IN THE COMMUNITY TO PREVENT TOO MUCH WEIGHT GAIN IN CHILDREN AT THE COMMUNITY LEVEL, WHAT KINDS OF THINGS SHOULD BE CONSIDERED?

WHAT KINDS OF GROUPS OR PEOPLE SHOULD BE INCLUDED?

HOW DO YOU THINK PEOPLE LIKE YOU SHOULD BE INVOLVED?

IS THERE ANYTHING ELSE YOU'D LIKE TO SAY?

IS THERE ANYONE ELSE IN THE COMMUNITY THAT WOULD BE HELPFUL FOR ME TO SPEAK WITH?